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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A method for generating a document, comprising:
- inserting one or more ~~variable content~~ placeholders in the document, each ~~variable content~~ placeholder having representative content, the representative content having associated formatting information;
- binding each placeholder to a content source; and
- ~~if in an edit mode,~~ presenting the placeholders, including presenting the representative content of the placeholders according to the associated formatting information, the representative content of a placeholder being replaceable in a presentation mode by content generated based on the content source bound to the placeholder, the generated content being presented in the presentation mode according to the formatting information associated with the corresponding representative content.
2. (Original) The method in claim 1, further comprising formatting the placeholders.
3. (Original) The method of claim 1, further comprising annotating the placeholders.
4. (Currently amended) The method of claim 3, wherein executable code is generated from the annotations, the method further comprising:
- executing the executable code to retrieve the content; and
- presenting the retrieved content.

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5. (Previously presented) The method of claim 33, further comprising rendering the document based on the content.

6. (Previously Presented) The method of claim 34, wherein compiling the placeholders further comprises compiling code to obtain content from a database.

7. (Previously Presented) The method of claim 34, further comprising embedding the code as attributes in the placeholder.

8. (Original) The method of claim 1, wherein the placeholder is a mark-up element.

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9. (Original) The method of claim 8, wherein the mark-up element is an HTML element.

10. (Original) The method of claim 8, wherein the mark-up element is an XML element

11. Cancelled.

12. (Currently amended) The method of claim 34, wherein presenting the generated content according to the formatting information associated with the representative content of a ~~variable-content~~ placeholder includes using formatting, styling, or layout of the representative content of the placeholder to format, style, or layout the generated content.

13. (Currently amended) The method of claim 33, wherein:
generating content for each ~~variable-content~~ placeholder based on the corresponding content source includes interpreting the placeholders.

14. (Previously Presented) The method of claim 13, wherein each placeholder includes an annotation describing the content for the placeholder; and

interpreting a placeholder includes reading the annotation that describes the content to replace the placeholder.

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15. (Previously Presented) The method of claim 14, further comprising retrieving the content as interpreted by the annotations.

16. Cancelled.

17. Cancelled.

18. (Previously presented) The method of claim 33, wherein presenting the content includes rendering the content for viewing.

19. Cancelled.

20. Cancelled.

21. Cancelled.

22. (Previously presented) The method of claim 33, further comprising storing metadata for the placeholder as a comment field in the document.

23. (Currently amended) The method of claim 1, wherein inserting one or more ~~variable content~~ placeholders includes:

inserting one or more mark-up elements in the document.

24. (Original) The method of claim 23, further comprising updating a markup language document during run-time based on an original layout and content generated on-the-fly.

25. (Currently amended) The method of claim 24, wherein the generated content replaces the placeholder.

26. Cancelled.

27. (Currently amended) A computer program product tangibly embodied in a computer readable medium, the computer program product comprising instructions operable to cause data

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processing equipment to:

insert one or more ~~variable-content~~ placeholders in the document, each ~~variable-content~~ placeholder having a representative content, the representative content having associated formatting information;

bind each ~~variable-content~~ placeholder to a content source; and

~~if in an edit mode, present the variable-content placeholders, including presenting the representative content of the variable-content placeholders according to the associated formatting information, the representative content of a placeholder being replaceable in a presentation mode by content generated based on the content source bound to the placeholder, the generated content being presented in the presentation mode according to the formatting information associated with the corresponding representative content.~~

28. (Currently amended) The computer program product of claim 40, wherein the instructions to generate content for each ~~variable-content~~ placeholder based on the corresponding content cause the data processing equipment to:

interpret the placeholders.

29. (Currently amended) The computer program product of claim 27, wherein the instructions to insert one or more ~~variable-content~~ placeholders cause the data processing equipment to:

insert one or more mark-up elements in the document.

30. Cancelled.

31. (Currently amended) A system for generating a document, comprising:

a processor;

data storage device coupled to the processor;

means for inserting one or more ~~variable-content~~ placeholders in the document, each ~~variable-content~~ placeholder having representative content, the representative

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content having associated formatting information;

means for binding each ~~variable-content~~ placeholder to a content source;

means for compiling ~~the variable-content~~ placeholders into code to generate content for the document based on the content source; and

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~~if in an edit mode,~~ means for presenting the ~~variable-content~~ placeholders, including presenting the representative content of the ~~variable-content~~ placeholders according to the associated formatting information, the representative content of a placeholder being replaceable in a presentation mode by content generated based on the content source bound to the placeholder, the generated content being presented in the presentation mode according to the formatting information associated with the corresponding representative content.

32. (Currently amended) The method of claim 135, further comprising:

in the edit mode, modifying the associated formatting information for the ~~variable-content~~ placeholders and redisplaying the representative content of the ~~variable-content~~ placeholders according to the associated formatting information.

33. (Currently amended) The method of claim 1, further comprising:

generating content for each ~~variable-content~~ placeholder based on the corresponding content source and, if in a presentation mode, presenting the generated content in place of the ~~variable-content~~ placeholder, the generated content being presented according to the formatting information associated with the corresponding representative content.

34. (Previously presented) The method of claim 33, wherein generating content includes:

compiling the placeholders into code to generate content for the document based on the content source; and

executing the code to generate the content.

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35. (Currently amended) The method of claim 33, further comprising:
presenting the content in the presentation mode; and
in response to input specifying ~~a reversion to the~~ edit mode, replacing the generated content with the representative content, and presenting the representative content according to the formatting information.

36. (Previously Presented) The method of claim 1, wherein the formatting information includes format information, styling information or layout information.

b 37. (Currently amended) The computer program product of claim 27, further comprising instructions operable to cause the data processing equipment to:
in the edit mode, modify the associated formatting information for the ~~variable content~~ placeholders and redisplay the representative content of the ~~variable content~~ placeholders according to the associated formatting information.

38. (Currently amended) The computer program product of claim 27, further comprising instructions operable to cause the data processing equipment to:
if in a presentation mode, generate content for each ~~variable content~~ placeholder based on the corresponding content source and present the generated content in place of the ~~variable content~~ placeholder, the generated content being presented according to the formatting information associated with the corresponding representative content.

39. (Currently amended) The computer program product of claim 38, further comprising instructions operable to cause the data processing equipment to:
compile each ~~variable content~~ placeholder into code to generate content for the document based on the content source;

wherein the instructions to generate the content include instructions to execute the code to generate the content.

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40. (Currently amended) The computer program product of claim 38, further comprising instructions operable to cause the data processing equipment to:
present the generated content in the presentation mode; and
in response to input specifying a reversion to the edit mode, present the representative content according to the formatting information.

41. (Currently amended) The computer program product of claim 27, further comprising instructions operable to cause the data processing equipment to annotate the ~~variable content~~ placeholders.

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42. (Currently amended) The computer program product of claim 41, further comprising instructions operable to cause the data processing equipment to generate executable code from the annotations to retrieve the generated content.

43. (Currently amended) The computer program product of claim 27, further comprising instructions operable to cause the data processing equipment to render the page based on the generated content.

44. (Currently amended) The computer program product of claim 39, further comprising instructions operable to cause the data processing equipment to embed the code as attributes in the ~~variable-content~~ placeholder.

45. (Currently amended) The computer program product of claim 38, wherein the instructions to present the generated content according to the formatting information associated with the representative content of a ~~variable-content~~ placeholder cause the data processing equipment to:

use formatting, styling, or layout of the representative content of the ~~variable-content~~ placeholder to format, style, or layout the content.

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46. (Currently amended) The computer program product of claim 38, wherein the instructions to present the generated content cause the data processing equipment to render the generated content for viewing.

47. (Previously presented) The system of claim 31, further comprising:
means for executing code in a presentation mode to generate the content of the document;
and
means for presenting the document using the generated content.

48. (Previously presented) The system of claim 47, further comprising:
means for presenting the content in the presentation mode; and
means for presenting the representative content according to the formatting information in response to input specifying a reversion to the edit mode.
